

FIG. 1

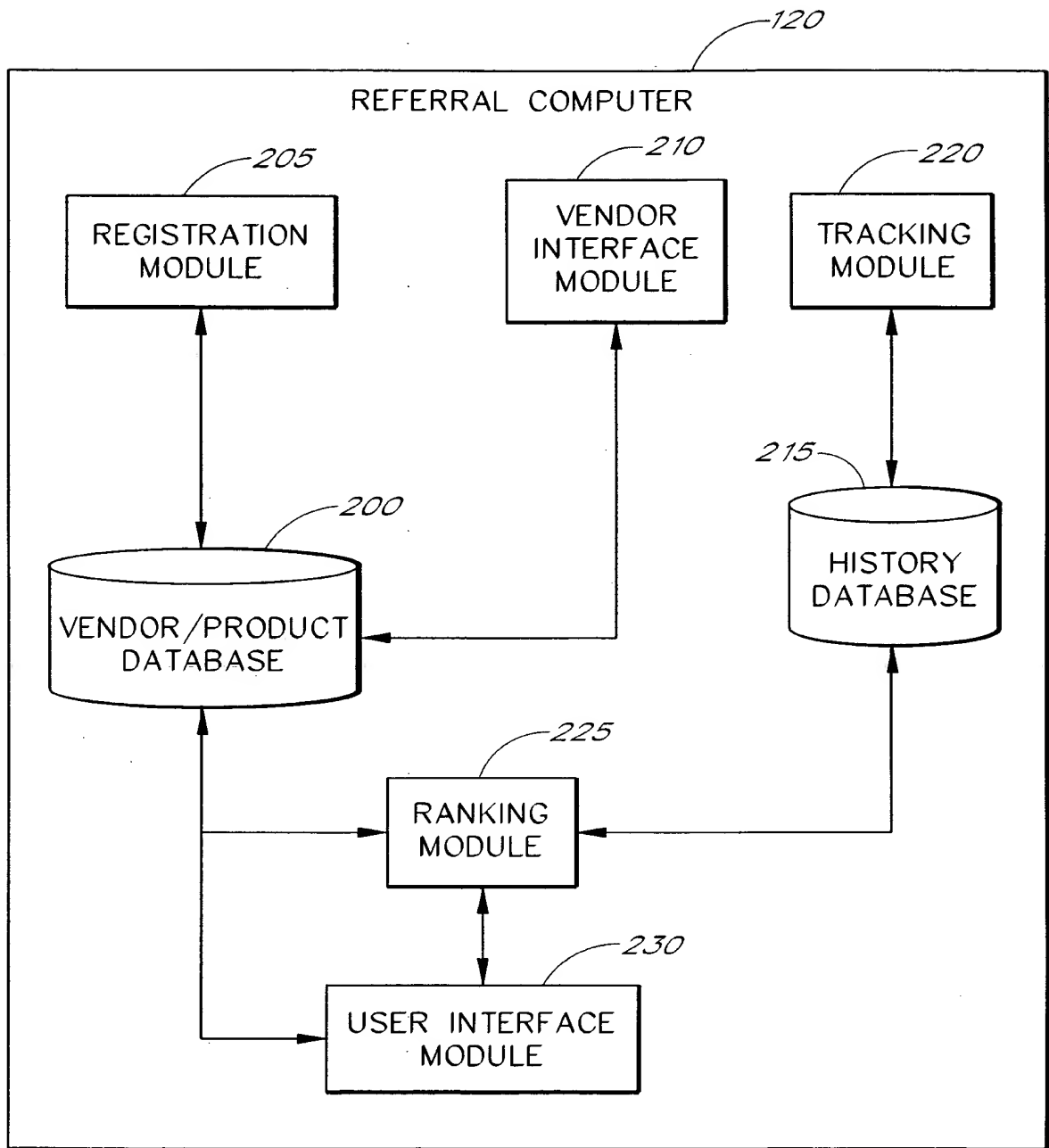


FIG. 2

ATTRIBUTE TABLE

FIELD
ATTRIBUTE ID
GROUP ID
NAME
VALUE

FIG. 3A

ATTRIBUTE GROUP TABLE

FIELD
GROUP ID
CATEGORY ID
NAME
TYPE

FIG. 3B

CATEGORY TABLE

FIELD
CATEGORY ID
PARENT ID
NAME
CATEGORY NOUN

FIG. 3C

OFFER TABLE

FIELD	
PRODUCT ID	334
VENDOR ID	320
PRICE	336
AVAILABILITY	338
START TIME	340
END TIME	342
CLICK URL	344
CLICK LIKELIHOOD	346
BUY LIKELIHOOD	348
REBATE AMOUNT	347
REBATE TYPE	349

FIG. 3H

PRODUCT TABLE

FIELD	
PRODUCT ID	334
MANUFACTURER ID	350
MODEL NUMBER	360
NAME	306
IMAGE URL	364

FIG. 3I

PRODUCT ATTRIBUTE TABLE

FIELD	
PRODUCT ID	334
ATTRIBUTE ID	302

FIG. 3J

09765270.044804

318

CATEGORY BID TABLE

FIELD	
VENDOR ID	320
CATEGORY ID	312
CLICK BID	322
PURCHASE BID	324
PURCHASE FRACTION	326

FIG. 3D

328

CATEGORY SYNONYM TABLE

FIELD	
CATEGORY ID	312
SYNONYM	330

FIG. 3E

PRODUCT BID TABLE

FIELD	
VENDOR ID	320
PRODUCT ID	334
CLICK BID	322
PURCHASE BID	324
PURCHASE FRACTION	326
CATEGORY ID	312

FIG. 3K

PRODUCT CATEGORY TABLE

FIELD	
PRODUCT ID	334
CATEGORY ID	312

FIG. 3L

PRODUCT DESCRIPTION TABLE

FIELD	
PRODUCT ID	334
DESCRIPTION	380

FIG. 3M

PRODUCT KEYWORD TABLE

FIELD	
PRODUCT ID	334
KEYWORD	384

FIG. 3N

09765270.041804

DENORMAL TABLE

332

FIELD	
PRODUCT ID	334
VENDOR ID	320
PRICE	336
AVAILABILITY	338
START TIME	340
END TIME	342
CLICK URL	344
CLICK LIKELIHOOD	346
BUY LIKELIHOOD	348
REBATE AMOUNT	347
REBATE TYPE	349
MANUFACTURER ID	350
NAME	306
EXPECTED REVENUE	352

FIG. 3F

MANUFACTURER TABLE

354

FIELD	
MANUFACTURER ID	350
NAME	306

FIG. 3G

386

VENDOR TABLE

FIELD	
VENDOR ID	320
NAME	306
URL	388
LOGO IMAGE URL	390
ACCOUNT ID	402

FIG. 30

VENDOR ACCOUNT TABLE

404

FIELD	
ACCOUNT ID	402
CONTACT LAST NAME	406
CONTACT FIRST NAME	408
CONTACT MIDDLE INITIAL	410
CONTACT PHONE	412
CONTACT FAX	414
CONTACT E-MAIL	416
CONTACT ADDRESS 1	418
CONTACT ADDRESS 2	420
CONTACT CITY	422
CONTACT STATE	424
CONTACT ZIP	426
CONTACT COUNTRY	428
USER NAME	430
PASSWORD	432
BILLING LAST NAME	434
BILLING FIRST NAME	436
BILLING MIDDLE INITIAL	438
BILLING PHONE	440
BILLING ADDRESS 1	444
BILLING ADDRESS 2	446
BILLING CITY	448
BILLING STATE	450
BILLING ZIP	452
BILLING COUNTRY	454
BILLING E-MAIL	456

FIG. 3P

09765270-01801

SPREAD REQUEST TABLE

FIELD	
ACCOUNT ID	402
VENDOR ID	320
UPLOAD NAME	462
STORAGE NAME	464
UPLOAD TIMESTAMP	466

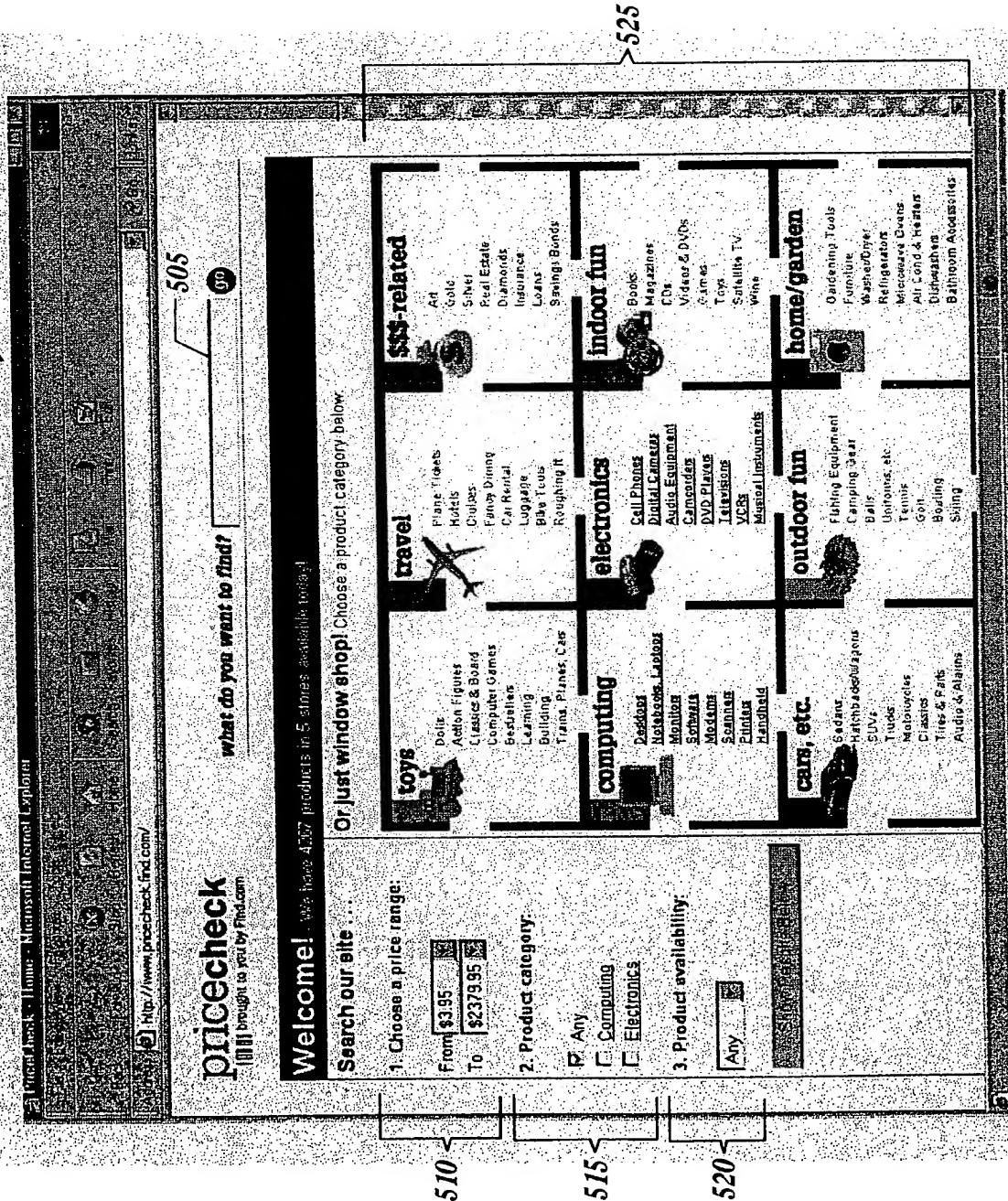
FIG. 3Q

CRAWL REQUEST TABLE

FIELD	
ACCOUNT ID	402
VENDOR ID	320
CRAWL URL	472

FIG. 3R







500



525

FIG. 4

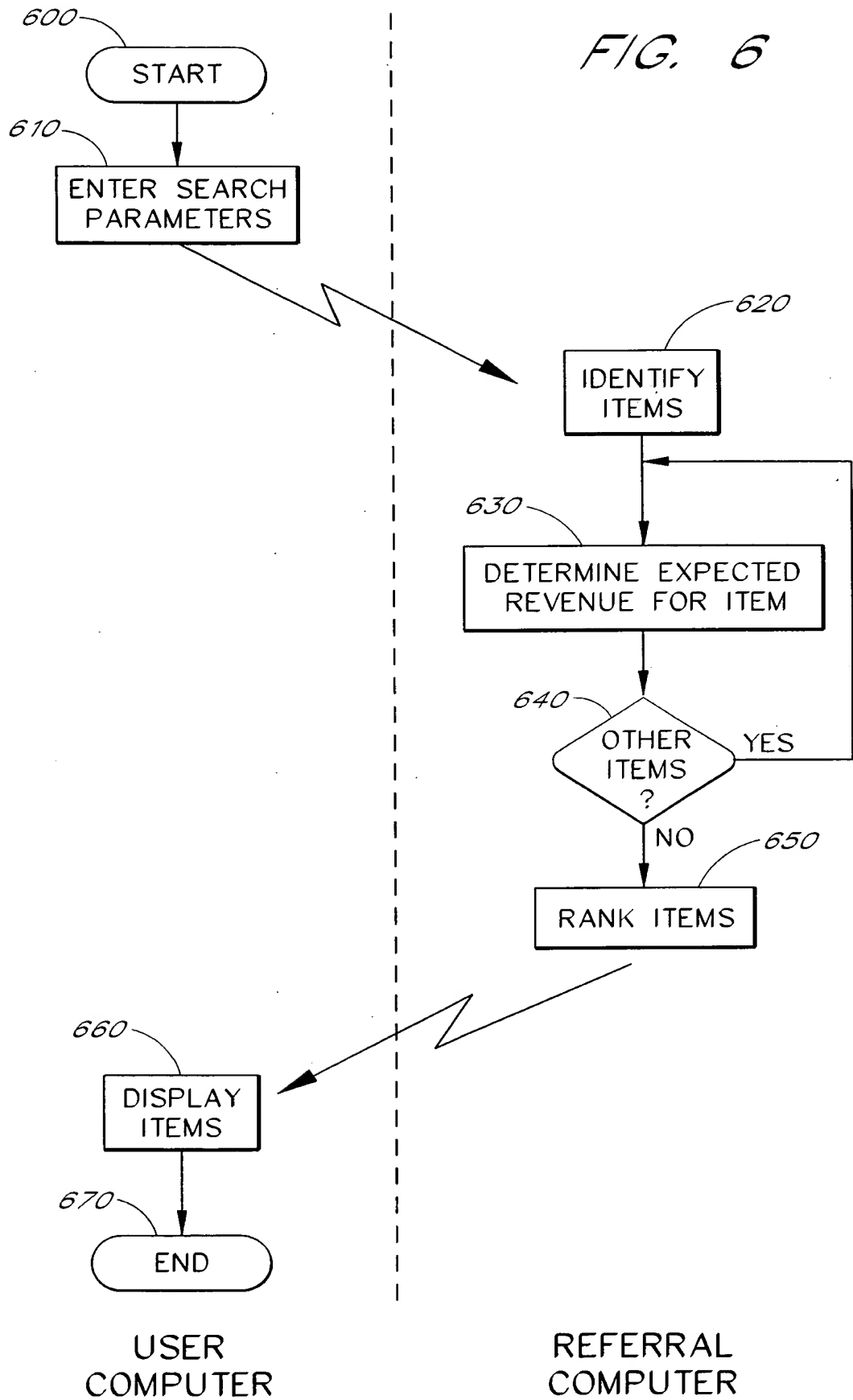
550

Product Information				
Rank	Product	Description	Reinfor	Price
1	20TH CENTURY FOX ENTERTAINMENT FOX SPORTS GOLF '99 WIN	 Fox Sports Golf '99 for Windows is a golf game with tight on challenging courses. It features intuitive controls that are easy-to-learn and an advanced 3D playing environment. Features include: Aerial Map Overview for precision tee off and spot placement. Preview every hole and valley before you take a swing. Adjustable free floating camera POV's, intuitive.	NEOX	\$3.95
2	BRODERBUND SOFTWARE INC CLICKART 40K STARTER IMAGE PAK WIN	 This is the full version of ClickArt 40,000 Starter Image Pak for a single user. This edition runs on Windows systems. The ClickArt team of design experts has created this unique collection of images and fonts for use in newsletters, reports, letters, greeting cards, presentations, signs and much more! All of the content is professionally quality checked, hand colored and optimized.	NEOX	\$5.95
3	LIVE PICTURE COMPANY SOHO V2.0 WIN	 This is the full version of Soho V2.0 for a single user. This edition runs on Windows systems. There are 7 million small businesses in the United States and every one of them wants to stand out from the rest. Well, now you can with Soho the first software application designed to help your small business create professional-quality business materials using your photos. From interactive mark.	NEOX	\$6.95
4	DISNEY COMPUTER SOFTWARE TOY STORY 2 PRINT STUDIO WIN	 This is the full version of Toy Story 2 Print Studio for a single user. This version runs on Windows systems. If you like Toy Story, you'll love Toy Story 2 Print Studio. Choose from hundreds of high-quality Toy Story 2 exclusive images inspired by the film to you create and personalize your own print projects for school, friends and family, or special occasions. Make slides, greeting cards...	NEOX	\$7.95
5	20TH CENTURY FOX ENTERTAINMENT X-FILES UNRESTRICTED ACCESS MAC WIN	 This is the full version of X-Files Unrestricted Access for a single user. This edition runs on Windows and Macintosh systems. The definitive X-Files resource is here. You've hacked into a highly classified government web site giving you Unrestricted Access to The X-Files. It includes a powerful search engine to browse and comb through dossiers assembled on characters...	NEOX	\$7.95
	DISNEY COMPUTER SOFTWARE	 This is the full version of Hercules Animated StoryBook for a single user. This version runs on Windows and Macintosh systems.		

565 570 575 580 585 590 595

560

FIG. 5



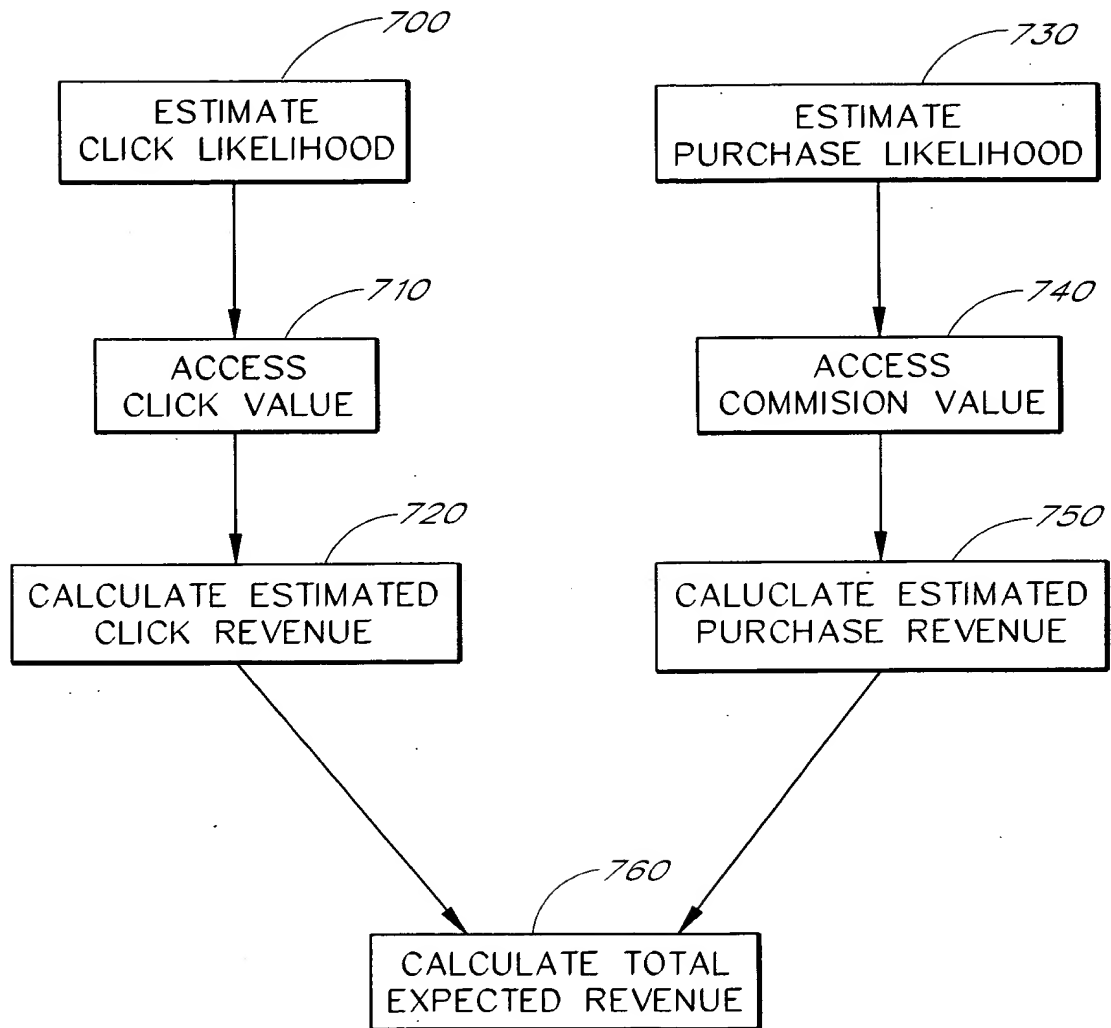


FIG. 7